



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Frankel for Congress 2012
1580 Lincoln St
Ste 510
Denver, CO 80203

Schedule Dates	09/19/12-09/23/12	Last Modified	
Advertiser	Frankel for Congress 2012 (73101)	Entered By	Annita Batista
Agency	Media Strategies & Research-Denver (1374)	CO-OP	No
Product	POLITICAL CANDIDATE (ns) (1186)	Headline #	
Brand	Frankel for Congress 2012 (462273)	Demo	
Salesperson	Jaramillo, Mario (3144)	Order Type	Normal
Sales Office	WPEC	Package Deal	
Buyer Name	Collins, Suzanne	Commission %	15.00
Phone/Fax	(303) 989-4700 /	Commission	\$2,610.75
CPE	12065	Net Total	\$14,794.25
Account Types	Local/Political Candidate Agency BRD	Sales Tax	
Billing Type	Standard		
Comments	Estimate 12065		

By Broadcast Month	Spots	Rate
Sep. 2012	44	\$17,405.00
Grand Total:	44	\$17,405.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (NewL) on credit hold / News	09/19/12-09/21/12	4	:30	5A- News-CBS 12 Good Morning South Florida 5a				1	1	1			3	\$120.00	\$360.00	West Palm Beach (WPEC)		9/18/12
Est 2.0	Unapproved (NewL) on credit hold / News	09/20/12-09/21/12	4	:30	5:58A- News-CBS 12 Good Morning South Florida 6a					1	1			2	\$265.00	\$530.00	West Palm Beach (WPEC)		9/18/12
Est 3.0	Unapproved (NewL) on credit hold / News	09/19/12-09/21/12	4	:30	7A- CBS-CBS This Morning				2	2	2			6	\$170.00	\$1,020.00	West Palm Beach (WPEC)		9/18/12
Est 4.0	Unapproved (NewL) on credit hold / News	09/23/12-09/23/12	4	:30	6A- News-CBS 12 Good Morning South Florida Sunday at 6a								1	1	\$75.00	\$75.00	West Palm Beach (WPEC)		9/18/12
Est 5.0	Unapproved (NewL) on credit hold / News	09/23/12-09/23/12	4	:30	6:59-50A- News-CBS 12 Good Morning South Florida Sunday at 7a								1	1	\$115.00	\$115.00	West Palm Beach (WPEC)		9/18/12
Est 6.0	Unapproved (NewL) on credit hold / SPOT	09/19/12-09/20/12	4	:30	9A- Live with Kelly and Michael				1	1				2	\$150.00	\$300.00	West Palm Beach (WPEC)		9/18/12
Est 7.0	Unapproved (NewL) on credit hold / News	09/19/12-09/21/12	4	:30	11:58-11A- News-WPEC CBS 12 News at Noon				1		1			2	\$265.00	\$530.00	West Palm Beach (WPEC)		9/18/12
Est 8.0	Unapproved (NewL) on credit hold / SPOT	09/19/12-09/21/12	4	:30	3:58-2:5P- Dr Phil				1	1	1			3	\$225.00	\$675.00	West Palm Beach (WPEC)		9/18/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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Date:

Comments:



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Brand Frankel for Congress 2012 (462273)
Salesperson Jaramillo, Mario (3144)
Sales Office WPEC
Buyer Name Collins, Suzanne
Phone/Fax (303) 989-4700 /
CPE 12065
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments Estimate 12065

Last Modified Entered By Annia Batista
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,610.75
Net Total \$14,794.25
Sales Tax

By Broadcast Month Spots Rate
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Est 9.0	Unapproved (New) on credit hold / News	09/19/12-09/21/12	3	:30	4:58-5:25P- News-WPEC CBS 12 News at 5p				1	1	1			3	\$400.00	\$1,200.00	West Palm Beach (WPEC)		9/18/12
Est 10.0	Unapproved (New) on credit hold / News	09/19/12-09/21/12	3	:30	5:29-30P- News-WPEC CBS 12 News at 530p				1	1	1			3	\$400.00	\$1,200.00	West Palm Beach (WPEC)		9/18/12
Est 11.0	Unapproved (New) on credit hold / News	09/19/12-09/21/12	3	:30	5:58P- News-WPEC CBS 12 News at 6p				1	1	1			3	\$600.00	\$1,800.00	West Palm Beach (WPEC)		9/18/12
Est 12.0	Unapproved (New) on credit hold / SPOT	09/19/12-09/21/12	4	:30	7-30P- Inside Edition				1	1	1			3	\$225.00	\$675.00	West Palm Beach (WPEC)		9/18/12
Est 13.0	Unapproved (New) on credit hold / Prime	09/20/12-09/20/12	3	:30	10P- CBS-Person of Interest (Thursday)					1				1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		9/18/12
Est 14.0	Unapproved (New) on credit hold / Prime	09/21/12-09/21/12	4	:30	10P- CBS-Blue Bloods (Friday)						1			1	\$1,125.00	\$1,125.00	West Palm Beach (WPEC)		9/18/12
Est 15.0	Unapproved (New) on credit hold / Prime	09/22/12-09/22/12	3	:30	9P- CBS-Crimetime (Saturday)							1		1	\$500.00	\$500.00	West Palm Beach (WPEC)		9/18/12
Est 16.0	Unapproved (New) on credit hold / Prime	09/23/12-09/23/12	3	:30	7P- CBS-60 Minutes								1	1	\$2,500.00	\$2,500.00	West Palm Beach (WPEC)		9/18/12
Est 17.0	Unapproved (New) on credit hold / News	09/19/12-09/21/12	4	:30	11:00-50P- News-WPEC CBS 12 News at 11p				1	1	1			3	\$525.00	\$1,575.00	West Palm Beach (WPEC)		9/18/12

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Est 18.0	Unapproved (News) on credit hold / News	09/22/12-09/22/12	4	:30	11:00P- News-WPEC CBS 12 News at 11p							1		1	\$525.00	\$525.00	West Palm Beach (WPEC)		9/18/12
Est 19.0	Unapproved (News) on credit hold / News	09/23/12-09/23/12	4	:30	11:00P- News-WPEC CBS 12 News at 11p								1	1	\$525.00	\$525.00	West Palm Beach (WPEC)		9/18/12
Est 20.0	Unapproved (News) on credit hold / News	09/19/12-09/21/12	3	:30	11:35P- CBS-The David Letterman Show				1	1	1			3	\$225.00	\$675.00	West Palm Beach (WPEC)		9/18/12

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Comments:

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WPEC-TV West Palm Beach-Boca Raton	Date: 9/18/2012
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I, Media Strategies and Research,
 being on behalf of Lois Frankel, a legally
 qualified candidate of the Democratic political
 party for the office of: U.S. Congress
 in the Primary
 election to be held on: Tuesday, August 14, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Wednesday, September 19, 2012			Sunday, September 23, 2012		
		WPEC #1374446			

Total Charges: \$17,405.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Lois Frankel for Congress

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Judith Zamore

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Tuesday, September 18, 2012

Date

Arthur A. Whitton

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Lillie Roberts

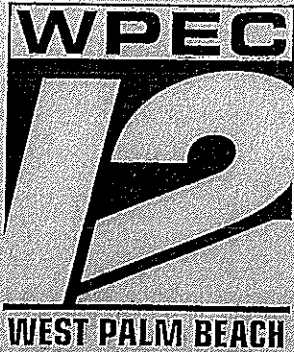
Signature

Lillie Roberts

Printed Name

Sales Director

Title



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF
OF AN ISSUE OR A CANDIDATE FOR PUBLIC OFFICE

CANDIDATE/ISSUE: Frankie Gos Congress PARTY: Republican

OFFICE SOUGHT: Congressional 22 ELECTION DATE: 8/14/12

INQUIRY MADE BY: Media Strategist
Candidate Manager Agency Committee (circle one)

ADDRESS: _____

PHONE: 303-989-4700 FAX: _____

Information Requested: LOR Rates

Final Disposition: Order placed \$17,405⁰⁰

If Committee, list officers and position: _____

DATE: 7/2/12 TIME: 3pm BY: Suzann Forrester